

**Slims Club #3  
Final Audience Selection  
May 16, 1995**

**Slims Club #3 will consist of the following audience components:**

**Virginia Slims Smokers**

**A. Virginia Slims smokers**

- As scored using the Virginia Slims Defensive coupon and continuity models.
- Excludes those smokers 65+ and non-responsive smokers

**B. SuperSlims Smokers**

- Excludes 65+ and non-responsive smokers \*

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## Audience Components Continued:

### Competitive Smokers

- A. **Misty Smokers**
  - All available/qualified
  
- B. **Capri Smokers**
  - All available/qualified
  
- C. **Menthol Smokers - Kool, Newport and Salem**
  - Menthol smokers who responded to the Slims Club Enrollment BRC in the Menthol #1 mailing
  
- D. **Competitive Smokers**
  - As scored using the Virginia Slims Offensive coupon and continuity models
  - Includes female, 21 to 54, with 100's, 120's or Unknown length
    - Competitive smokers who have been highly responsive or responsive to past Slims offers
    - Key competitive smokers with unknown or low responsiveness

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## Audience Components Continued:

### Potential Last Chance Smokers

- Originally identified for a potential Slims Club #3 Last Chance version of mailing
- Includes both Slims and Competitive smokers who have been given a 3 mailing opportunity and have not responded.

### Slims Club #2 Last Chance Recent Responders

- Includes those smokers who were mailed the Last Chance version of Slims Club #2 and have recently responded to 1994 Slims Club 3, 4, 5 or 6.
- Includes both Slims and Competitive Smokers

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## Modeling Results Virginia Slims Smokers

		Continuity Responsiveness				
Coupon Responsiveness	High				Low	Total
	1	2	3	4		
High 1	102,964	48,687	14,001	5,865		171,517
2	61,049	66,925	31,016	12,714		171,704
3	6,094	41,368	67,387	47,875		162,724
Low 4	713	13,682	53,152	79,320		146,867
Total	170,820	170,662	165,556	145,774		652,812

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## Virginia Slims Smokers

### Proposed Versioning based on 4 Quadrants

		Continuity Responsiveness	
Coupon Responsiveness		High	Low
High	Low	1-\$1.00 ctn/4 pks 1-\$2.00 ctn 5 Bonus UPCs	1-\$1.00 ctn/4 pks 1-\$2.00 ctn 10 Bonus UPCs
		2-\$1.50 ctn/4 pks 1-\$3.00 ctn 10 Bonus UPCs	

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## Virginia Slims Smokers Counts Based on Audience Versioning

		Continuity Responsiveness	
Coupon Responsiveness		High	Low
High	Low	Qty: 156,513 (7,500 excluded for test cell)	Qty: 171,708 (7,500 excluded for test cell)
		Qty: 309,591 (No test cell)	

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## Modeling Results Competitive Smokers

		Continuity Responsiveness				
Coupon Responsiveness	High				Low	Total
	1	2	3	4		
High 1	38,077	16,311	3,887	157	58,432	
2	14,197	27,466	15,418	1,482	58,563	
3	5,952	13,815	26,408	11,189	57,364	
Low 4	10	703	10,122	27,816	38,651	
Total	58,236	58,295	55,835	40,644	213,010	

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## Competitive Smokers Proposed Versioning based on 4 Quadrants

		Continuity Responsiveness	
		Coupon Responsiveness High	Low
Coupon Responsiveness	High	2-\$1.50 ctn/4 pks 1-\$3.00 ctn 5 Bonus UPCs	2-\$1.50 ctn/4 pks 1-\$3.00 ctn 10 Bonus UPCs
	Low	2-\$2.00 ctn/4 pks 1-\$4.00 ctn 10 Bonus UPCs	

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## Competitive Smokers Counts Based on Audience Versioning

		Continuity Responsiveness	
Coupon Responsiveness		High	Low
High	Low	Qty: 44,774 (7,500 excluded for test cell)	Qty: 57,221 (7,500 excluded for test cell)
		Qty: 96,015 (No test cell)	

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